

## Recruitment & Retention

### Co~Chairs ...

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### Key Members ...

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### Mission ...

The mission of the Recruitment and Retention workgroup is to provide a forum for the discussion and dissemination of recruitment and retention strategies, materials, resources, and evaluation procedures in an effort to strengthen recruitment and retention in BCC-funded research projects, and advance knowledge of recruitment and retention issues in the social sciences.

### Specific Aims ...

- [•] To foster successful recruitment and retention generally, and to advance knowledge and strategies for recruitment of under-represented and under-served populations in particular.
- [•] To obtain representative populations in all BCC research projects and to ensure generalizability of results.
- [•] To include women and members of minority groups and their sub-populations in all NIH-supported biomedical and behavioral research projects.
- [•] To promote awareness of available recruitment and retention strategies, materials, and assessment/evaluation procedures among BCC projects and with other researchers and practitioners.
- [•] To provide an open forum for discussion of recruitment and retention issues, including recruitment and retention plan development, problem-solving, alternative strategies, and evaluation of both general and population-specific recruitment and retention efforts.
- [•] To further the development of methods and materials for recruitment and retention of special and under-served populations.
- [•] To promote publication and presentation of recruitment and retention issues, focusing on effective, innovative, and practical recruitment and retention approaches.
- [•] Encourage the development, use, and reporting of appropriate assessment techniques to evaluate the reach, effectiveness, and cost benefits of various recruitment and retention methods.

### *Major Highlights ...*

- [•] Recruiting and retaining special populations in research often requires more intense efforts and more specific strategies than for majority groups. These include over-sampling from targeted populations and developing culturally relevant and sensitive strategies for specific populations. Other important strategies include actively recruiting from groups not specifically targeted for the study; and accurately recording group membership and multiple-group membership (e.g. dual identification as woman and lesbian; dual identification with both African and Hispanic heritage). These efforts allow analyzing subgroup trends among populations who often are “invisible” in research data sets. This committee compiled two comprehensive tables of the 15 BCC sites showing specific recruitment and retention strategies.
- [•] The work group provided the BCC sites with a recommended recruitment data collection tool in table format to increase the capture of common demographic, screening information, and voluntary versus refusal information on prospective study participants.
- [•] The work group gave informative sessions at meetings on recommended strategies.
- [•] Our committee provided problem-solving and expert consultation on recruitment and retention problems at meetings and via bi-monthly conference calls to all participating sites.
- [•] We collected site specific survey data on retention strategies. In process of conducting a comprehensive qualitative data analyses. The literature review is almost completed. Manuscript to be submitted for publication.

### *Collaborative Strategies ...*

- [•] Regular meetings twice yearly for four years; conference calls were bi-monthly until final year of BCC.
- [•] Ongoing e-mail communication with key paper writing members.
- [•] Collected site survey data for retention paper.
- [•] Cross-site authorship on retention paper.

### *Future Directions ...*

We will complete the manuscript and submit this for publication. There is little written on the topic so this should be informative.

### *Suggested Cross-Site Activities ...*

Finish paper and submit for special supplemental issue if ready, or submit to a journal to be announced.